

> DON MORRISON CREDITS

E-LEARNING

E-Learning Strategies: How to Get Implementation and Delivery Right First Time

Published by John Wiley & Sons
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Author

PricewaterhouseCoopers - ecademie

Strategised, designed and developed a global e-learning platform and porta: PricewaterhouseCoopers Consulting. Also led instructional design of first tranche of content.
Consultant-Designer-Head of Content

- > Winner e-Business Transformation Awards
Highly Commended - Most Innovative Project

Balance Learning

Developing new library of generic soft skills courses
Instructional Designer

Volvo Europe

Pan European new joiners induction Intranet site
Interactive Designer and Writer

Implementing Saba3 Learning

Trained as Saba Partner

DIGITAL & INTERACTIVE MEDIA

The French Experience

Consumer CD ROM: BBC Worldwide Multimedia
Interactive Designer and Consultant

- > Winner BIMA
Lifelong Learning Award

The Magician

Consumer CD ROM: Telstar and CTV
Developer-Designer-Video Producer

- > Winner International Monitor Awards
1st Prize - Best Use of the Medium

Creating First Impressions

Dramatic simulation: British Airways
Designer-Writer-Director

- > Winner BIMA
Special Award

The Bank Today

Point-of-information system: Bank of England Museum
Director

- > Winner BIVA
Special Award

Who Owns the Problem?

Interactive drama: British Airways safety training
Designer-Writer-Director

- > Winner BIVA
Phillips Professional Award
Best Interactive Training Programme
- > Winner ITV
Award of Excellence
- > Winner ITV
Best Use of Video

Bodies in Motion / Superflipper

Visual entertainment: 54-screen videowall- the first in Europe
Designer-Writer-Director

- > Winner ITVA Germany
Gold Award

The European Connection

Interactive drama teaching English as a foreign language: BBC English, IBM and Vektor
Producer-Director-Interactive Consultant

- > Winner BIVA
Special Award: Innovation
- > Winner Duke of Edinburgh
English Language Competition
Best Teaching Course
- > Winner World Didac
Bronze Award
- > English Speaking Union
English Language Book Competition
Highly Commended

Bitesize Science

Consumer CD ROM: BBC Worldwide Multimedia
Interactive Designer and Writer

- > Winner IVCA
Gold Award - Multimedia Publishing

Bitesize Maths

Consumer CD ROM: BBC Worldwide Multimedia
Interactive Designer and Writer

- > Winner IVCA
Silver Award - Multimedia Publishing

BT Talk21

BT's free Web-based email service
Writer-Interface Design Consultant

BT AT&T Global Venture

Intranet site
Writer

Billiton plc

Public Web site with emphasis on investor relations
Interactive Designer and Writer

Team Power!

Network HR application: Volvo European Dealerships
Interactive Designer and Writer

Designing an Effective Web Site

IT course: QA Training
Consultant, Scriptwriter and Developer

Windows NT Essentials

IT course: QA Training
Consultant, Scriptwriter and Developer

C++: C Programmers

IT course: QA Training
Consultant, Scriptwriter and Developer

The Williams Story

Marketing presentation: Williams Formula One Engineering
Designer-Producer

Spanish Expodisc

Interactive drama to teach Spanish: Ealing College of Higher Education and The Buckinghamshire College
Producer-Director

Missing the Obvious

Interactive teacher training course: the Council: Educational Technology and the DTI
Course designer-Writer-Director

The Reuter File

A point-of-information programme: Reuters
Designer-Writer-Director

The Easy Information System

A point-of-information system: Midland Bank
Designer/Co-writer

St Pancras-Bedford

A route-learning course: British Rail
Designer-Director

Managing: Safety

Safety training course: British Telecom
Design-Script Consultant, Interactive Director

Nearly Everything You Always Wanted to Know About Forecasting

Dealer network training course: Arthur Andersen and IBM
Writer-Director

IBM PS/2 Architecture

Course: the IBM dealer network
Co-writer, Co-Designer, Interactive Consultant, Software Producer

IBM PS/2 Architecture

Course: the IBM dealer network
Co-writer, Co-designer, Software Production

IBM Personal Printers II

Course: the IBM dealer network and third-party system engineers
Co-writer/Editor/Director

IBM OS/2 Extended Edition

Course: the IBM dealer network
Co-writer/Creative Director/Director

Computerise with Confidence

Generic training course
Writer

Colour and Motion

36-screen videowall: Borg-Warner Chemicals
Designer-Director

In Shape

27-screen videowall: Borg-Warner Chemicals
Designer-Director

A New Beginning

24-screen videowall: London's Docklands.
Designer-Writer-Director

The Laservision VP835 Series

Marketing programme : Philips, Holland
Designer-Writer-Director

Eurobonds: An Overview, Eurobonds: The Investor, Eurobonds: The Borrower

Generic training courses
Designer/Co-writer/Editor/Director

L'Oreal

Three training/point-of-sale discs: L'Oreal Germany
Designer-Writer-Director

CAT Computer Assisted Televideo

An interactive game based on an actual attempt on the world record: a car jump
Director

openICE

Author of the User's Manual for authoring system designed by Dialog Video, the Swiss software house

Published Articles

"Diving In" Interactive Update
"The Temporary Specialist" Interactive Update
"Blended Learning – The Search for the Holy Recipe"

CORPORATE COMMUNICATIONS**Gonna Set You Free**

Vision video: Concert Communications.
Creative Consultant-Writer

- > Winner IVCA USA
Silver Award
Best Sales and Marketing Video

High-speed Data into High-speed Revenue

Marketing videos: Lucent Technologies stand at CeBIT
Writer

- > Winner The Aurora Awards
Gold Award
Corporate Identity/Image

- > Winner Creativity 32
Award of Distinction
Corporate Video

- > Winner The New York Festivals
Bronze World Medal
Sales: Telecommunications

The World is Watching

A vision of new communications technology for Shell International Marketing
Writer-Director

- > Winner BISFA
Gold Award

Different Impression More Than Windows

The Energy Gate
16mm films: Pilkington Glass
Writer-Director

- > Winner BISFA
Certificate of Merit

Bench-Made to Last

Marketing video: Church's Shoes
Writer-Director

- > Finalist
International Film & Television Festival of New York

We Make Any Network Work Harder

Marketing videos: Lucent Technologies stand at CeBIT
Writer-Co-Director

Impact With Responsibility

Educational video: ITC – Independent Television Commission
Writer-Director

Concert Communications

Broad range of corporate communications: the AT&T and BT joint venture—including marketing and communication presentations and brochures, speeches, Internet and Intranet stories
Writer

Imagine the Difference

Corporate video: British Telecom Europe
Writer-Director-Producer

The Alliance

Corporate video: British Telecom Europe
Writer

iPulsys

Corporate identity launch speech by CEO of the Mannesman telecoms company
Writer

Worldzap

Live presentation at 3GSM World Congress
Writer

Daewoo Cars

Exhibition stand video at British Motor Show
Director

Four Lessons in Literacy

Teacher training video: City of Westminster Educational Authority and National Literacy Project
Producer-Director

Edesa

16mm documentary portrait of EDESA, the African financial consortium
Director

Timeless Values

16mm marketing film: Mandarin Oriental Hotel Group
Writer-Director

The Vauxhall Difference

Employee communications: Vauxhall
Writer-Director

The Wings of Hong Kong

Marketing video: Cathay Pacific
Writer-Director

Louder Than Words

16mm documentary about Nat West's Social Responsibility Programme
Writer-Director

Turkey: Paving the Road

Marketing video: Citibank and Foreign Investment Department of Turkey
Writer-Director

Autumn-Winter Collection

Fashion video: Mc George of Dumfries
Editor-Director

Spring-Summer Collection

Fashion video: Debenhams
Writer-Editor-Director

Autumn-Winter Collection

Fashion video: Debenhams
Writer-Editor-Director

Autumn-Winter Collection

Fashion video: independent European distribution
Director

Lending a Hand

16mm documentary about United Biscuit's Community Involvement Programme
Director

Back Chat

16mm safety training film: independent distribution
Writer-Director

The Hero of Society

Portrait of The Community of St Helen's Trust, an Enterprise Agency created by Pilkington plc
Writer-Director

The Informed Source

Corporate video: the Extel Group
Writer-Director

Andrew Neil Looks at the Unlisted Securities Market

Marketing video: Deloitte
Writer-Director

Building on Tradition

Marketing video: Kyle Stewart Group
Director

Building Business on Teamwork

Marketing video: Lloyds Bank's Commercial Service
Director

Building Competitive Advantage

Employee communications video: Midland Bank
Director

Management Report One & Two

Employee communications videos: Prudential Assurance
Writer-Editor-Director

The Group**The Group - Part Two**

Employee communications video: 3i's
Writer-Director

BP Pipeline

Employee communications video: BP Oil
Director

Report

Employee communications video: Wimpey Construction
Director

Wine in a Box

Marketing video: Whitbread Brewery
Director

Mike Blackburn, Chief Executive

Employee communications video: Leeds Building Society
Writer-Director

Shandwick

Promotional video: Shandwick Public Relations
Director

HRH The Prince of Wales

Video: Wellcome Foundation - visit by HRH The Prince of Wales
Writer-Director

Changes

Employee communications video: Cussons Group
Director

What's in a Name?

Employee communications video : John Brown Group
Director

Network Three

Employee video: National Bus Company
Director

Tomorrow's Paper

Marketing video: George Outram Publishing
Director

Challenges and Opportunities

Annual report: National Provincial Building Society
Writer-Director

Platform for the Future

Employee communications video: Reuters
Writer-Director

The Reuter Report

Employee communications video: Reuters
Writer-Director

The Reuter Report - REMA

Employee communications video: Reuters
Writer-Director

Exploiting Information Networks & Databases

Marketing video: Reuters
Director

BROADCAST

Look Ahead

180 part BBC series teaching English as a foreign language
Producer-Director

In Charge

5 x 25 min series: Channel 4 Open College
Director

Interactive Video

Part of Channel 4 'Information Technology' series
Writer-Director

Telecommunications

Part of the Channel 4 'Wealth from Science & Engineering' series
Writer

CINEMA

Towards the Morning

Short starring Hywell Bennett and Judy Geeson
from a Melvyn Bragg story
Released by United Artists
Writer-Director-Producer

November Three Three

Original feature-length screenplay the true story of the Holloway Four
Writer

Everything Means Something

Original feature-length screenplay
Writer

COMMERCIALS

Director and sometimes *Writer* for advertisers including:
AEG

Algerian Tourist Board
British American Tobacco
Calgon
Canadian Tourist Board
CBS Records
Central Office of Information
Crown Paint
Debenhams
Firestone Tyres
General Motors of Canada
Glasgow Evening Times
Harp Lager
Joba Natural Shampoo
Knorr Soup
L'Oreal
Mars
Nestles
Scottish Health Education Council
Scottish Information Office
Sellotape
Sunday Telegraph Newspaper
Swissotel
The Glasgow Herald Newspaper
The Scotsman Newspaper
Watneys Beers
Whiskas Cat Food
Bolands Crackers:

> Winner Irish Advertising Awards Festival
Premier Award

> Winner Institute of Creative
Advertising & Design
Premier Award

WORKED IN

Belgium
Canada
France
Hong Kong
Israel
Macau
Malawi
Spain
Switzerland
Turkey
USA
Zimbabwe

Burundi
Cyprus
Germany
Ireland
Kenya
Malaysia
Netherlands
Sweden
Thailand
UK
Zambia

WORKED FOR

AT&T
Balance Learning
The Bank
BBC English
BBC Open University
BBC Television
BBC Worldwide
Bibo Television, Frankfurt
Blackbox, Zurich
Blackrod
BrightWave
BT
Caribiner
CAT
Chartered Institute of Professional Development
Concert Communications
CTV
Deep End Design
Demaine Associates
DialogVideo, Zurich
Epic Communications
Financial I
IBM UK
Interactive Information Systems
Interactive Media Systems
ITN
Line Communications Group
London Weekend Television
Longman Group
Manajans Thompson, Istanbul
Maritz
The Moving Picture Company
Orange Personal Communications Services
Original Image
PricewaterhouseCoopers
Rapier Productions
Software Production Enterprises
Spectrum Communications
Telstar Electronic Studios
Telstar New Media
Tribe Pictures, New Jersey
VideoArts Television
Visage Business Television
Visnews
Wadlow Grosvenor International
Walberry Productions
World Wide Pictures

INTERVIEWEES INCLUDE

Neil Kinnock
Dame Mary Warnock
Richard Gregory
Carl Rogers
Elaine Stritch
Bruce Sterling
Professor John Stopford, London Business School
Ivan Fallon, Sunday Times
Peter Newmann, ILEA, CORE
Matt Dickenson
Justin Fashinu
John Ketley, BBC Television
Carol Walker, BBC Television
Numerous board level executives

DON MORRISON CREDITS

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APPROVED SUPPLIER TO

BBC
BT
IBM
QA Training

MISCELLANEOUS

- > Freeman of the Worshipful Company of Information Technologists
- > Member: The Institute of IT Training
- > Member: The Society of Authors
- > Member: BECTU - Broadcasting Entertainment Cinematograph & Theatre Trade Union
- > Member: The Royal Commonwealth Club
- > British and Canadian citizen
- > Clean UK Drivers Licence

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